# **Downtown Advisory Board**

AN UPDATE ON ACTIVITIES AND PROJECTS

# **Downtown Advisory Board**

#### November 2005

• The Downtown Advisory Board was appointed by City Council to continue to the work started by the Ad-Hoc Revitalization Committee; to oversee the implementation of the re-use plan adopted by Council, specifically the rehabilitation and initial lease of the City-owned buildings.

#### Spring 2006

• The Board spent the first few months reviewing the Ad-Hoc Revitalization Committee's re-use plan, creating an RFP for the selection of a property management company, interviewing bidders, and finally developing our first recommendations to Council.

#### May 2006

- The Downtown Advisory Board presented a proposed implementation plan for the re-use of the City-owned buildings in the Historic Downtown area.
  - Rent all of the available space in accordance with the uses outlined in the re-use plan adopted by Council in December 2005.
  - Hire the Board's selected commercial property manager (Herrin Real Estate) to assist with locating possible tenants for the City-owned buildings.
  - Establish a Downtown Improvement Fund, funded primarily by rental revenues from the City-owned buildings for the continued maintenance of the historic buildings, beautification programs and other improvements to the Historic Downtown area.
  - Establish an "arts" presence in Historic Downtown; allocating a portion of the City-owned buildings through a public purpose lease, to the Frisco Association for the Arts.

#### **July 2006**

• The City moved out of the Old City Hall buildings into the George Purefoy Municipal Center.

#### August 2006

 Public Purpose Lease for the Frisco Association for the Arts is approved by City Council.

#### October 2006

 Cleanup and interior demolition was completed on the City-owned buildings and the properties were put on the market for lease.

#### January 2007

• The City of Frisco requested the use of two of the four remaining rental spaces in the Old City Hall buildings as an interim location for the Frisco Municipal Courts, moving the courts from the old library building on McKinney Street to Main Street until a new courts building could be constructed.

#### March 2007

• A lease agreement was negotiated with Frisco Ski Sports for the smaller of the two remaining rental spaces – leaving only the largest rental area (the old bank building) available for lease.

#### October 2007

Frisco Ski Sports opened for business at their new Main Street location.

#### November 2007

 Downtown Advisory Board formed subcommittee to begin working on some initial vision and branding concepts for the downtown area.

#### December 2007

• The subcommittee's initial concepts were presented to the Downtown Advisory Board and members of the City's staff. The initial concepts included ideas for connecting the different parts of Downtown Frisco, improving pedestrian access in the Historic Downtown area and enhancing public spaces.

#### January 2008

• The Board formed a second subcommittee to consider financial incentives and other programs that could be used to further encourage economic development in the Historic Downtown area.

#### February 2008

• The subcommittees met to present the results of their research to the members of the Downtown Advisory Board and City staff. The efforts of both committees were combined to form the Board's vision for MainTown Frisco.

#### March 2008

• The Downtown Advisory Board met with the Director of Planning – John Littler, and Assistant City Manager – Nell Lange to discuss the MainTown Frisco vision to ensure a good fit with City's larger development goals in the Downtown area.

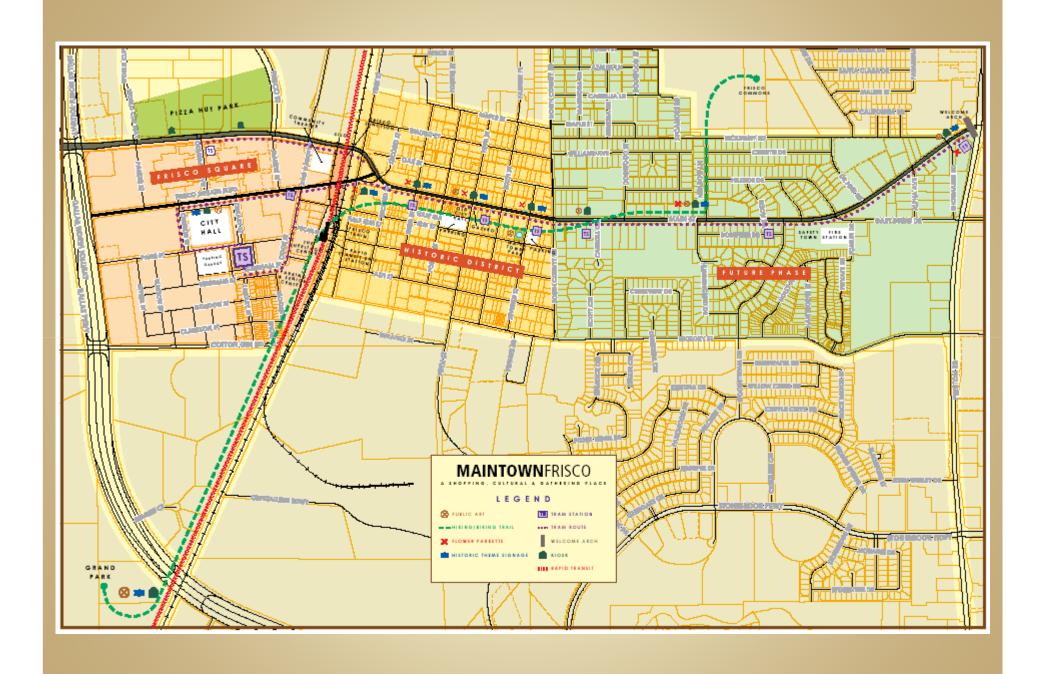
## April 2008

Presentation of MainTown Frisco vision to City Council.

MAINTOWNFRISCO
A SHOPPING, CULTURAL & GATHERING PLACE

The Vision

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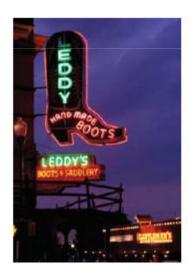




OLD CITY WALL "REDONE"









WITH IMAGINATION, EXPERTISE - AND A SOUND MAN, WE CAN TRANSFORM THE HISTORIC DISTRICT.



ENTRANCE SIGN







FARNERS, 19502



















LOGO IDEAS

# Next steps for bringing this vision closer to reality:

#### Organization

• Gathering information about what the citizens of Frisco want to see downtown. Building consensus and cooperation among public and private groups and individuals, and identifying sources of funding for revitalization activities.

#### Design

• Enhancing the commercial district's physical appearance a through building rehabilitation, compatible new construction, public improvements, and design management systems. Engaging services of a consultant to create a "work plan" to help put the "vision" into actionable steps/stages.

#### **Promotion**

• Marketing the commercial district through events and advertising to attract customers, potential investors, new businesses, residents, and visitors.

#### **Economic Restructuring**

• Strengthening the district's economic base and creating new opportunities through careful analysis and appropriate mixed-use development.

## MainTown Frisco

Our "vision" is not the culmination of one group's effort to bring about change in the historic downtown area, but a starting point for the development of an amazing downtown Frisco that leverages the strength of one of the nation's fastest growing cities, to create a cultural link to the City's future while remaining mindful of our past.

